



Applicant: Brian F. Monahan  
Serial No.: 09/808,490  
Filed: March 14, 2001  
For: RAPID RESPONSE MARKETING  
Art Unit: 3623  
Examiner: Johnna R. Loftis  
Docket No: 2001-1

**AMENDMENT/REPLY WITH REQUEST FOR CONTINUED EXAMINATION**  
**(RCE)**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This Amendment/Reply is submitted in response to the Office communication (Advisory Action) mailed 02/01/2007. Previously the Applicant filed a Response After Final Office Action within the two (2) months date of the mailing of the Final Office Action. As the Advisory Action was mailed after the end of the 3 month shortened statutory period, a one month extension fee under 37 CFR 1.136(a) calculated from the mailing date of the advisory action is enclosed. The Applicant respectfully requests reconsideration of the claims in view of the following:

A Listing of Claims which begins on page 2 of this paper. No current amendment of any claims is requested.

Remarks begin on page 8 of this paper.